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Holdridge's Catalogue 1941

III

A Guide to Better Berries

III

Post Office Address
R. F. D. No. 6
Norwich, Connecticut

Telephones
Norwich Division
3655-4 and 3655-13

S. E. Holdridge & Sons
Ledyard, Connecticut

WHY CONN. GROWN PLANTS ARE BEST

To obtain best results from strawberry plants here in Connecticut, it is very important to start with plants which are used to our cold winters. Many growers lose a large proportion of their crop because of frost. We feel that this is largely due to the fact that they have started with cheap southern plants. The loss suffered by these growers would pay for the extra cost of hardy northern plants for a great many years. On our own farm we have seldom had serious frost injury and often we have had white frosts when our plants were in full blossom.

DISEASES

We are happy to report to you that there is absolutely no Red Stele disease on the strawberry plants on our farm.

We have had our beds carefully examined this last summer by a number of strawberry specialists who did not find any traces of this new and serious strawberry disease.

Red Stele has been brought into Connecticut in serious proportion during the last two years from plant farms in Delaware and Maryland. Once introduced it spreads rapidly and many patches have been completely destroyed. Once introduced, it stays in the soil for 2 to 3 years.

We understand that we are one of a very few plant farms who can claim to be totally free from Red Stele. Why take chances on other plants when you can be sure of these?

LOCATION

Visitors are always welcome at our farm. Many of our customers call each year at our farm for their plants and trees.

We are located in the Geer Hill Section of the town of Ledyard, about 5 miles from the city of Norwich. To arrive at our farm from Norwich, take Route 2 out of Norwich, which is the road to Westerly. About 3 miles out of Norwich, turn on the first state road to the right. After passing through the village of Hallville, you continue to a little brown church on the left. Turn sharp left and drive about 1½ miles on a state road. We are the last house on this improved road. Just beyond our farm new construction is being completed this spring.

(Copy)

STATE OF CONNECTICUT
(Seal of Conn.)

No. 6023 August 1, 1940

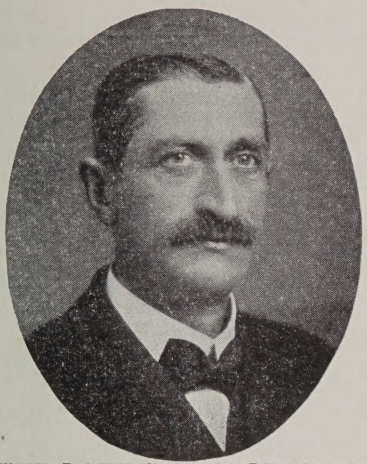
Office of State Entomologist
CONNECTICUT AGRICULTURAL EXPERIMENT STATION
New Haven, Conn.

NURSERY INSPECTION AND REGISTRATION CERTIFICATE

This is to Certify that S. E. Holdridge & Sons of Norwich, Conn., has registered as a Nurseryman, that the nursery stock has been duly examined in compliance with the provisions of Chapter 265, of the Public Acts of 1925 (Sections 2135-2140, General Statutes, revision of 1930), and that it is apparently free from dangerously injurious insects and plant diseases.

This certificate expires August 1, 1941.

R. B. FRIEND, State Entomologist.
M. P. ZAPPE, Chief Nursery Inspector.



THE LATE S. E. HOLDRIDGE
Founder

PAUL HOLDRIDGE
Manager

1941 GREETING

Dear Friends:

It is our pleasure to present you this catalogue for 1941. In this letter we want to thank you for the business which you gave us again last year, and we wish especially to thank those who recommended us to their friends and neighbors. We hope that we can serve you this year so that we may receive your business for years to come.

Our business is small and we can assure you that every order, large or small, will receive our full attention. Each step in the filling of an order, the digging, the trimming, the bunching and the packing will be done with the one purpose in mind of delivering to you the healthy, husky plants you want and shipping them just when you want them. As this is a very seasonal business, many times we work very long days to get your orders out on time.

We have two acres of strawberry plants for sale this spring. This bed has done unusually well. The rows are nearly four feet wide and evenly spaced over the whole bed. We feel that these plants, with many generations of breeding here in Connecticut behind them, have got the vigor necessary to produce tremendous crops of berries in this locality.

Over a long period of years we have been very careful in keeping varieties true to name, pulling out some plants which are not true to type. We feel we can guarantee your plants true to name.

In every way possible we try to sell you plants which will produce very good yields of big delicious berries for your table or for your market.

Best wishes for a prosperous 1941 and a fine crop of berries in 1942.

Sincerely,
PAUL HOLDRIDGE,
For S. E. Holdridge & Sons.

REAL FRIENDS

Over a long period of years we have been active in the Grange and in the Farm Bureau. We are proud of the fact that leaders and members of these great organizations have been willing to recommend us to their friends. We will do our best to continue to keep and to deserve this friendship.

VARIETIES

We grow and sell only a few varieties of strawberry and raspberry plants. However, those that we do grow are the varieties which we believe will grow the best and bear the best crops here in Connecticut. There are many other varieties that are good but we have discarded them because the varieties we now carry have proved themselves better.

Any variety which you buy from us will give satisfaction and good yields under all ordinary conditions. This is as true with our raspberry plants as it is with the strawberries.

SHIPPING SEASON

We start to ship plants just as early as the frost is out of the ground, or from the 1st to the 10th of April. We ship plants continuously until June 1. Although we sometimes fill orders after June 1, we will not guarantee any plants shipped after that date. We recommend setting plants in April if possible.

FREE DELIVERY

This means a good deal to the purchaser. The prices in this catalogue include free delivery to your door or express office anywhere, unless otherwise noted. The option will be ours how we shall ship.

When comparing our prices with those of other concerns, please consider that our plants are quoted postpaid, while most concerns quote prices F. O. B.

OUR GUARANTEE

Plants sent out from this farm will be true-to-name, free from any disease, properly trimmed, bunched, packed and labeled, and will reach their destination nearly as fresh as when dug.

Any plants which arrive in poor condition will be replaced if we are notified immediately. What honest grower could do more?

PRICES

Our prices are as low as it is possible for us to quote, for good plants, and yet no higher than at any time during the depression. Costs are higher, but we can still keep our same prices. You will note that our prices are quoted delivered to your post office or express office (except as noted) anywhere in New England.

C. O. D. SHIPMENTS

We are glad to ship your order C. O. D. However, on these shipments the C. O. D. charge will be added to the price of the plants.

SHIPPING

We have made an effort in the past few years not to ship any plants so that they will have to be held over the week-end in some Post Office. You can help us by asking that your plants be shipped "the week of ....." Then we will start digging Monday and ship each day's plants the next day. We will try not to ship any plants after Friday. May we have your cooperation to help us deliver plants to you just as freshly dug as possible?

GRADING AND PACKING

We do not carry plants in stock. Our plants are freshly dug each day. Dug with a fork, carried to the packing shed—trimmed under cover with no exposure from sun or wind, tied into bunches of 25 with good count. Counters are advised to throw out small and inferior plants. They are then packed in live moss which we are fortunate to have growing on our farm. They are usually shipped within 24 hours after they are dug.

TERMS

Orders may be booked at any time. If you are not ready to send full remittance now, send part payment and the balance before shipping. Remit in any way most convenient to you.

Under no circumstances will we ship plants until they have been paid for.

ORDER NOW

After reading this book on berries, won't you fill out the order blank and send it in now? Get your plants early and set them as early as you can get the ground ready. We try to have all our own plants set out as early in April as possible.

Please do not wait until your ground is ready before ordering and expect us to deliver your plants the next day.

We promise you healthy, well-rooted, true-to-name plants safely delivered to your door or express office. You will not be disappointed in the spring.

Andover, Conn.

The plants are O. K.

L. D. EATON.

Burlington, Vt.

Have dealt with your father while he lived and always got nice plants.

M. L. LEARY.

EARLY VARIETIES

HOWARD NO. 17 (Special Strain) (Perfect)—We consider the Howard No. 17 to be the best all-purpose berry for the main crop. Under almost any condition it will produce a very large crop of berries. Yields may vary slightly with wet or dry seasons but it will produce plenty of berries.

Our strain of Howard is practically frost-proof and therefore it ripens the earliest of all. We have often been the first grower to carry berries into the local market. At the start, the Howard produces large, luscious berries, many of which are double. The Howard will usually produce berries for about 4 weeks, the berries growing slightly smaller toward the end of the season. The late berries still maintain their bright color and sweet flavor.

We have seen where other growers have described the Howard with the following phrases: "The safest strawberry in the world," "The sure cropper," "The frost-proof berry," "The million dollar strawberry," "The mortgage lifter" and "The old reliable." From our own experience, we feel the Howard justifies all these claims.

For a number of years we have taken our plants for resetting from the best section of our beds. Now we have a strain of plants which have proven to us that they will produce a tremendous crop of berries.

If you have never grown strawberries before, we recommend Howard No. 17 to you. For commercial growers, we recommend that the largest portion of your plants be of this variety.

If you wish to play safe and want a sure cropper and a heavy yielder, plant Howard. You will receive large berries and plenty of them when the prices are high.

PREMIER (Perfect)—Same as Howard 17.

SHELTON (Perfect)—This is one of the new and outstanding berries. It is a product of our Connecticut Experiment Station.

It is a very good producer. We received a yield last year which compared well with the Howard 17. It is a bright red, long, pointed berry. It will hold its bright color and attractiveness longer than most other berries.

The season is approximately the same as Howard 17, starting to produce very early and producing throughout most of the berry season.

It is a very nice plantmaker. We have a nice supply of Shelton plants this year but we advise you to order early as we could have sold many more last year than we had. We advise everyone to try this new and outstanding Connecticut product.

Westport, Conn.

Plants I got of you last year did very well.

SYLVESTER M. FOSTER.

EARLY VARIETIES

DORSETT (Perfect)—The Dorsett strawberry is one of the finest quality berries that we have ever raised. It starts bearing just a few days later than Howard 17 but usually bears over a shorter period than Howard. It makes, year after year, a wider row of plants than any other variety which we have ever raised. The plants are large and stand well up off the ground.

We recommend this berry especially for home gardens and for commercial growers who are after a quality berry.

For this year we have a fairly large number of fine looking plants. You will make no mistake to order some of this variety.

NORTHSTAR (Perfect)—This is one of the newer varieties. It is an introduction of the U. S. Dept. of Agriculture. This variety has the largest individual plants that we have noticed. One bunch of these plants will be as large as three bunches of certain varieties. This variety produces a nice row of plants and bears a large and very sweet berry.

Although this variety is highly praised by some southern plant dealers, we have never received a high enough yield from it to recommend it very highly.

MID-SEASON VARIETIES

FAIRFAX (Perfect)—We believe that this is the sweetest berry grown at the present time. The berries are very large and dark red in color with a delicious flavor.

It is about a week later than the Howard No. 17 in season and has a somewhat shorter fruiting season than the Howard No. 17 or Dorsett. However, this is the variety for those who want a large sweet berry, above everything else.

It makes fine rows of plants which yield a good crop of berries. With us, it has not yielded equal to Howard No. 17 or Dorsett, but we have reports of fields with plenty of water where the Fairfax has made outstanding yields. A row of these in your garden will be the best way for you to judge how they will do for you. You will have a treat when you eat one of these berries.

Norwich, Conn.

Inclosed find $2.00 for strawberry plants. They are certainly A-1 plants.

MRS. JOHN ROSS.

South Glastonbury, Conn.

Last year I bought some strawberry plants with "Bussa & Sons" and I liked them. This year I wish to order 8,500 Premier.

SEBASTIAN ACCORNERO.

MID-SEASON VARIETIES

CATSKILL (Perfect)—This is a very fine variety. We recommend it especially for commercial growers. It is a mid-season berry and produces a very good crop of berries with fewer pickings needed to harvest the crop than with some other varieties. The berries are practically all large. Very few small berries are found.

We are sorry to report that our patch of Catskill did not make very good rows this last year and consequently we have a small number of plants of this variety to sell.

If you order Catskill after April 1 please state whether or not you are willing for us to substitute and if so with which variety.

PATHFINDER (Perfect)—This is one of the newer varieties introduced by the New Jersey Experiment Station. It makes fine rows of plants with very high and healthy foliage. The berries are bright red and very attractive.

We fruited this variety last year for the first time on a very dry field and did not get a very good yield after the first two pickings.

However, at the Connecticut Experiment Station at Mt. Carmel, where they have fruited it for four years, they report that it has yielded as well or better than Howard 17 each year. They also report that it appears to be resistant to the Red Stele disease.

We have a nice supply of these plants for this spring's delivery. We can assure you that you will be pleased with these sturdy plants.

ABERDEEN (Perfect)—This variety seems to be a fine running mate for Howard No. 17. It is somewhat later than the early berries and produces a large very bright berry until late in the season. It is a prolific plant-maker with clean healthy foliage standing well off the ground. We have tried it on different soils and wherever planted seems to be at home.

I have seen this variety planted on fairly heavy soil. It was bearing very large, bright berries well after most berries were gone. It seems to give quality berries after Howard No. 17 and Dorsett have gone by.

East Hampton, Conn.

We received the strawberry plants and thought they looked very nice.

MYRON N. PETTENGILL.

Washington, Conn.

I received your large healthy plants in excellent condition last year. They made a fine growth.

HIRAM W. PECK, JR.

MID-SEASON VARIETIES

DRESDEN (Perfect)—We have for sale this spring some very nice plants of this new and highly recommended variety. With us the plants produced very wide rows and tall, healthy plants.

We have not fruited this variety yet but at the Mount Carmel Farm strawberry trials it produced more berries than any other variety.

It is a few days later than Howard. The berries are medium to large, wedge shaped with prominent yellow seeds.

Because this variety has proven itself capable of very large yields on certain soils, we recommend that you try a few Dresdens on your own farm.

LATE VARIETIES

HEBRON (Perfect)—This is another of the new varieties originated by Dr. Jones at the New Haven Experiment Station.

We fruited this variety last year for the first time, and with us, it lived up to all our expectations.

It produced a long, pointed berry with a very green husk. It commenced to yield fairly late in the season and produced a very fine crop. It has been the first late berry which has satisfied us for yields. Although this variety is not as late as the Pearl variety which we have sold for years as our standard late berry, it produces a better quality berry and a much greater yield. Therefore, we are recommending this year that you plant Hebron for late berries.

For two years now this variety has produced fine wide rows for us. We have for this spring's sales a fine lot of nice plants. We think you will be pleased with them.

IMPROVED PEARL (Perfect)—This is the latest variety of strawberries which we have fruited on our farm. It produces a very large berry late in the season. The berry usually has a green tip and is not very sweet. The yield is fair but not equal to Hebron.

It you want a large firm berry to pick the last of June and into July, buy Pearl and plant them on heavy, damp soil and uncover the plants very late in the spring. You will be picking berries after all other varieties have gone by.

EVERBEARING STRAWBERRIES

MASTODON (Perfect)—We consider this variety the best of the Everbearers. It is one of the largest Fall bearing strawberries. Very attractive in size and color. Excellent for the home garden and the only Everbearer worthy of planting for profit. The berries are firm and good in quality.

Every strawberry garden should contain a few Everbearers. You can set plants in April and enjoy strawberries fresh from the vines all summer and the Fall. A good plan is to keep blossoms picked off to July 1st or 15th. You will then have nice berries until snow flies. We have only a limited supply. First come, first served.

RED RASPBERRIES

LATHAM—This is probably the most profitable commercial variety at the present time. It produces large, round, firm berries. It is a very good shipper and an excellent variety for canning. It starts to fruit early and produces over a long season.

Prices: 25 for $1.00; 100 for $3.00.

NEWBURG—This is a new and highly recommended variety. It is very large and firm. It produces a good crop of berries, starting to bear a few days after Latham.

Prices: 25 for $1.00; 100 for $3.00.

BLACK RASPBERRIES

WINFIELD—This is the largest and sweetest Black Cap raspberry grown. It is perfectly hardy and early, ripening soon after our late strawberries have gone. It is very productive and will out-yield any other variety. The berries are very large and firm. They will last much longer than the red raspberries, both before and after they are picked. The plants form a great many roots. It is free from mosaic and will withstand the New England winters, coming out in the spring without a plant killed.

It is the most wonderful black raspberry we have ever seen. We have a strain of Winfield which we have kept and improved for a number of years. Our plants for this year made a fine growth and we have lowered our prices so that more of our customers may try them.

Prices: 6 for 50c; 12 for $1.00; 25 for $1.50; 50 for $2.50; 100 for $4.00. Postpaid.

ASPARAGUS PLANTS

MARY WASHINGTON VARIETY—We have some very fine asparagus plants for sale this year. We bought the very best seed available to start with. They were grown on well fertilized land. These plants are as good as any we have ever had for sale. We sold more asparagus plants this last year than ever before and we have a great many more for this spring's planting.

Home grown asparagus is one of the real treats available to the gardener. Cut fresh in your garden, it is very sweet and tender. Start now to have your own bed from which to cut.

The Washington variety of asparagus is recognized as the outstanding yielder of all varieties of asparagus and more resistant to rust than any other variety.

1 year plants, 25 plants for 50c; 50 plants for 75c; 100 for $1.00; 500 for $4.00; 1,000 for $7.00.

2 year plants, 25 plants for 60c; 50 plants for $1.00; 100 for $1.25; 500 for $6.00; 1,000 for $10.00.

FRUIT TREES

We are offering for sale the following trees and plants. These trees are not propagated on our own farm. We purchase these from a very reliable grower and during the last two years have had some wonderful trees. We guarantee these trees just the same as our own plants.

During the shipping season we have a small quantity of the following varieties on hand. Large orders may be filled on a few days' notice. We feel that if you compare the size and prices of these trees with those offered by various salesmen, you will find you can save quite a bit by ordering from us. We will be glad to quote prices on large orders. We are able to secure practically all varieties.

The following varieties we will have on hand:

PEACH TREES

	Each	10 or More
Champion—9/16″ up, White Freestone	.30	.25
Golden Jubilee—9/16″ up, Yellow Freestone Early	.30	.25
Elberta—9/16″ up, Standard Yellow Canning	.30	.25

APPLE TREES

Baldwin—11/16″ up	.35	.30
McIntosh—11/16″ up	.35	.30
R. I. Greening—11/16″ up	.35	.30

PEAR TREES

Bartlett—11/16″ up—5-7 feet	.50	.40

QUINCE

Orange—11/16″ up—4-5 feet	.50	.40

GRAPE VINES

2 Year—No. 1

Concord—Standard Black	.15	.10
Agawam—Red Mid-Season	.20	.15
Niagara—White Mid-Season	.20	.15

BLACKBERRIES

Eldorado—Large Black Sweet ..... 25 for $1.00

These trees are too large to be shipped by parcel post. These prices are for trees at our farm or shipped by express from Norwich, not postpaid. This year we will sell you ten trees or more of different varieties at the same price as if all trees were of the same variety.

SPECIAL OFFER

For every order of 10 or more trees we will give you, free of charge, 2 Concord Grape Vines. Please ask for them.

PRICE LIST

	BY PARCEL POST PLANTS, PREPAID							BY EXPRESS NOT PREPAID	
Early Varieties	50	100	200	300	400	500	1,000	2,000	3,000 or more per M
Howard 17	$ .65	$1.00	$1.75	$2.50	$3.00	$3.50	$ 6.00	$11.00	$5.00
Shelton	1.00	1.75	3.00	4.00	5.00	6.00	10.00		
Pathfinder	.75	1.25	2.00	2.75	3.50	4.00	7.00	11.00	5.00
Dorsett	.65	1.00	1.75	2.50	3.00	3.50	6.00	12.00	5.50
Dresden	1.00	1.75	3.00	4.00	5.00	6.00	10.00		
North Star	.75	1.25	2.00						
Mid-Season									
Fairfax	.65	1.00	1.75	2.50	3.00	3.50	6.00		
Catskill	.75	1.25	2.00	2.75	3.50	4.00	7.00		
Aberdeen	.65	1.00	1.75	2.50	3.00	3.50	6.00	11.00	5.00
Late									
Hebron	1.00	1.75	3.00	4.00	5.00	6.00	10.00		
Pearl	.75	1.25	2.00	2.75	3.50	4.00			
Everbearing									
Mastodon	1.00	1.75							

PLEASE USE THIS ORDER SHEET

S. E. HOLDRIDGE & SONS

Strawberry Specialists **Norwich, Conn.**

Please forward to: Date of Order.....

Name .....

Post Office..... R. D. No. .....

Express Office..... P. O. Box.....

State..... Street.....

County..... Ship by.....
(For Inspection Certificates) (Mail or Express)

Ship plants week of.....194

Shall we substitute if necessary?.....

Quantity	Variety of Stock Ordered	PRICE	
		Dollars	Cents

CUT HERE

REMARKS

Please write below the names and addresses of anyone you know who might be interested in, or buyers of, strawberry plants. We will mail them a copy of this catalogue.

Casco, Maine.

The plants you sent me in previous years were very good plants and that is the reason why I am ordering from you again, and I have taken pleasure in recommending your plants to several friends.

GEORGE L. MEYLAN.

STRAWBERRY CULTURE

Choosing the Land

Almost any fertile land which is well drained will raise good strawberries. We advise against setting on greensward because of the presence of white grubs who relish the tender roots of strawberries. If possible, plant on land on which no lime has been spread for at least one year.

Fertilizing

We recommend spreading your fertilizer broadcast on the ground after the land has been plowed and harrowed. Then harrow the fertilizer in. This places your fertilizer where it will be available to the new plants as they commence to run. Additional fertilizer may be added any time during the first year if needed. Do not fertilize your bed the spring that it is going to bear for the extra fertilizer will go into the leaves. Do not put lime on your strawberry bed at any time.

When To Plant

Order your plants early and set them out early. If you order your plants early you will be sure of getting the varieties you want and you will get the plants when you want them. When your plants arrive, if you are not ready for setting out, take from box or package and put in cellar in a cool, dark place. If left in package they might heat. Wet roots before setting.

Setting Out Plants

Strawberries may be spaced 15-18 inches apart in the rows, and rows 3 to 4 feet apart. Later in the season the plants should be set closer. In setting the plants, dig a hole large enough to enable you to spread the roots well. The plants should be set deep enough so that the roots are well covered, yet care should be taken that the tender heart is uncovered. Press the plant firmly into the ground.

Care of Bed

The blossoms should be picked off the first year so that all the strength of the plant will go into the new runners. Of course, the strawberry bed must be hoed often enough during the summer to keep it free from weeds.

Mulching

The bed should be covered during the early winter with a thin covering of straw, hay or meadow grass. Use whichever of these that is easier or cheaper for you to obtain. In the spring, the hay may be raked between the rows, making a cushion for the pickers during the season. This also prevents dirty berries.

SPECIALS

Here are some collections which are fine for home gardens. You can do no better than to order one of these. Prices are postpaid.

COLLECTION No. 1

100 Howard
100 Dorsett
100 Aberdeen
} All for $2.00

COLLECTION No. 2

200 Howard
200 Pathfinder
100 Hebron
} All for $3.00

COLLECTION No. 3

400 Howard
200 Dorsett
100 Aberdeen
} All for $4.00

RASPBERRY COLLECTION

10 Newburg
10 Latham
6 Winfield (Black)
} All for $1.50

Late in the season we will substitute other equally good varieties if sold out of certain kinds.